A Survey on the Impact of Social Media in Our Daily Activities

[1]Md. Sazzadur Rahman Sabbir, [2]Md. Abdur Rahim, [3] Rafat Ara, [4]Rathindra Nath Mohalder, [5]Md. Babul Hossain, [6]Sujit Roy

[1]Student, Dept. of Public Administration, Bangladesh University of Professionals (BUP), Dhaka, Bangladesh
[2, 3] Assistant Professor, Dept. of CSE, German University Bangladesh, Gazipur, Bangladesh
[4, 5]Lecturer, Dept. of CSE, German University Bangladesh, Gazipur, Bangladesh
[6]Assistant Professor, Dept. of CSE, Bangamata Sheikh Fojilatunnesa Mujib Science & Technology University, Jamalpur, Bangladesh

ABSTRACT

In our research work we have discussed 'A Survey on The Impact of Social Media in Our Daily Activities'. Social media is treated as a platform for the people around the world to discuss their issues, opinions, the interactions between groups or individuals where they share, produce and sometimes exchange videos, ideas, images and many more over the internet and in virtual communities. Children are growing up surrounded by mobile devices and interactive social networking sites such as Facebook, Twitter, YouTube and so on which have made social media an important aspect of their life. Social networks are transforming the behavior in which youthful people relate with their family members, relatives, friends and colleagues as well as how they make use of technology. Apart from these, social media can act as vital tools for the professionals. It helps the young professionals to market their skills and search business chances as well. Social sites are used to build the network efficiently among the people. On the negative perspective, the internet is full of a number of risks associated with online communities where people are facing lots of harassment like Cyberbullying that is perpetrated using electronic technology. In this paper we have tried to cover every aspect of social media with its positive and negative impacts including the particular fields like health, business, education, society and youth. In this paper, we have explained how these media will influence society in a large way.

Keyword: *COVID-19, Impact, Media, Pandemic, Social & Survey.*

1. Introduction

Social media are becoming popular gradually in our daily life. The demand of using social media varies from person to person as per their age. It is a computer-based system that is used for sharing the ideas, feelings, and information through the building of virtual networks and communities.[1] People are creating diverse contents like photos, videos, documents and their personal information to share with their friends, family members and relatives using computers, smartphones or tablets. Number of social media are increasing rapidly.

There are lots of social media like Twitter, Facebook, Instagram, LinkedIn, ResearchGate, WhatsApp, Skype, Messenger, Snapchat, Telegram, WeChat and so on.[2] The invention of social media has changed the person's life globally in different ways. At the same time it creates some conflictions among the people which influences negatively. After all, social media has more positive outcomes than its negativity and makes the world stronger and a better place to live.

1.1 Objectives of Social Media

Though social media has some good or bad effects, it has some objectives. It can be used to increase consciousness of who you are and what you do.

1. Brand Building: Sharing relevant and helpful information on the right social media channels will help establish your authority as a subject-matter expert.
2. Community Building: You are judged by the company you keep. Social networking can help you find and build relationships with other thought leaders and influential individuals brands.
3. Relationship Building: Your customers and prospects are talking about brands through online. Social media can be an effective way to monitor and respond to customer service questions and issues.
4. Sales Building: In some industries, social media can even be effective in generating leads and sales from existing customers and prospects.

1.2 Importance of Social Media

Social media plays a vital role in connecting people and developing relationships, not only with key influencers and journalists covering your company's sector but also provides a great opportunity to establish customer service by gathering input, answering questions and listening to their feedback.

1. Social media is easily accessible, and it's also the meeting point of today's internet savvy audience.
2. Major portion of the younger generation, teenagers and middle-aged people, are a major percentage of the total social media user population.
3. Social media open possibilities of direct access to clients without any third party intervention.
4. Advertising through social media is cheaper than costs incurred by print, TV or other traditional media.
5. Social Media also helps in search engine optimization and increase in ranking of any company websites.

1.3 Social Media during Pandemic

During the time of social distance and limited contact with others, social media became an important place to communicate. Social media platforms are meant to connect people and help the world remain connected, largely increasing usage during the pandemic. Since many people are compelled to stay at home, they are fully dependent on social media to maintain their relationships and to pass the time.

The COVID-19 pandemic has affected the usage of social media by the world's general people, world leaders, celebrities, and professionals similarly. Publishing more news related to COVID-19 on social media has spread anxiety among the people very negatively over the world. However, social distancing has forced many people to change their lifestyle, which creates stress on mental health. Many online counseling services that use social media were created and began to rise in popularity, as they could safely connect mental health workers with those who need them.[3]

The direct access to content through platforms such as Twitter and YouTube leave users susceptible to rumors and questionable information. Social Media platforms were additionally used by political movements, politicians and national and international level health organizations to share information rapidly and reach a lot of people.
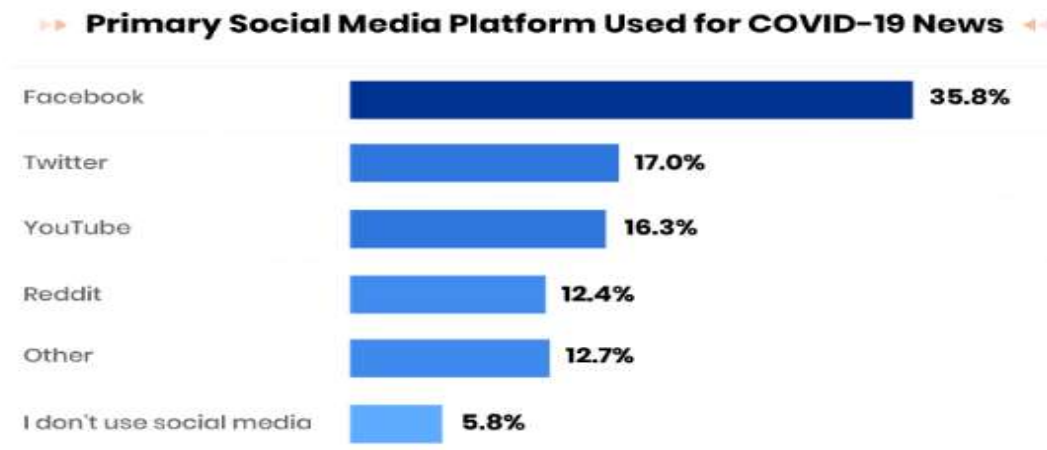
Figure 1.1: Usages of social media during COVID-19.

2. Method of Gathering the Data

For this survey we have taken quantitative data from some people and also from some internet sites. After the collection of data, the results were analyzed and the result was shown in tables with corresponding percentages. Among all respondents 90% are students of different institutions and 10% are doing jobs or business in different sectors. And among them 60% is male and 40% is female. For this survey we have made around 20 questions to collect data and information. Around 300 people participated in this survey to give their valuable opinions. Among them some people are involved with jobs or business and maximum are students of German University Bangladesh (GUB), Bangladesh University of Professionals (BUP), Bangamata Sheikh Fojilatunnesa Mujib Science & Technology University (BSFMSTU) and other institutions. Apart from these, we have been studying content from some websites more and more to gather suitable information for our research.

3. Analysis

Social media has become a global trend which has extended its reach to every side of the world. In Social media sites, people are creating diverse content, sharing it, bookmarking it for further use and networking at an amazing rate.[4] Utilization of social media has become a vital issue especially for youth today. The Younger generation is completely addicted to it. The reliance of youths on social media has come to such a level that, except social media, all young people cannot imagine their daily life.[5]

Through several studies, it is widely accepted that over utilization of social media has a profound negative impact on the youth. Simultaneously, social media also has some positive effects on the life of youth. This study presents the main purposes of utilizing social media by the different class's people and an endeavor has been made to search the time spent on browsing social media, dependency on social media and most used social media by the people. This study concentrates on the positive and negative effects of utilizing social media as well. The result of study shows that over utilization of social media leads youth towards addiction and damages our society and our health.[6]

Now strictly speaking, social media has played a significant role in bringing a new revolution in our lives but has also led to many insignificant setbacks. Like other issues, social media has advantages and disadvantages running simultaneously on a parallel track.
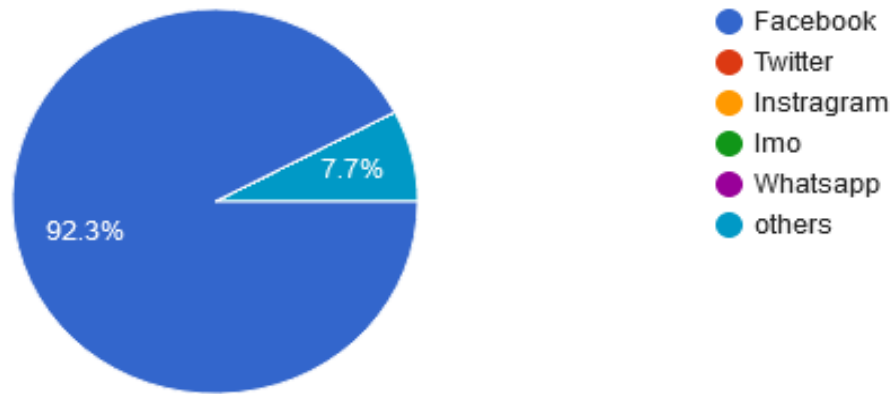
Figure 3.1: Percentage of most usages social media

When respondents were asked which of the following social media platforms they used mostly, out of total respondents 92.3% people responded that they use "Facebook" and 7.7% of people responded with others.
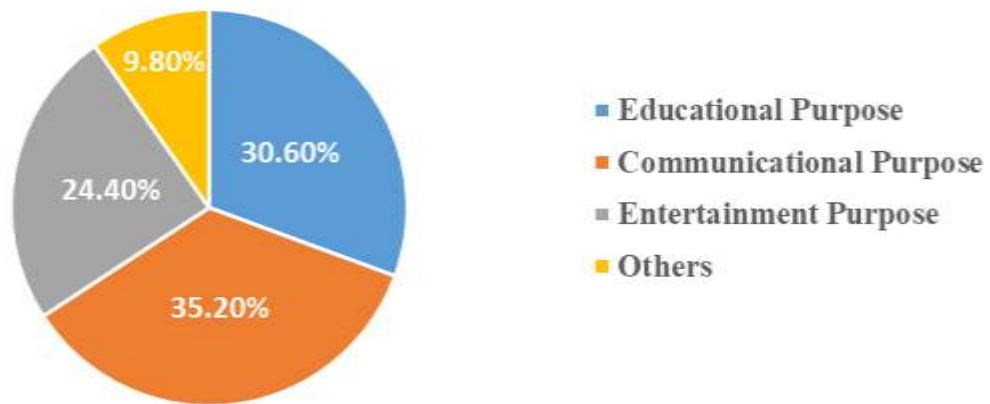

Figure 3.2: Percentages of people using social media for different purposes

When asked why they use social media, 30.60% of people responded with educational purpose, 35.20% people responded with communicational purpose, 24.40% people responded with entertainment purpose and 9.80% people responded with others. When they asked how often they spend on social media a day, 46.2% responded with 6 hours or more and 46.2% responded with 2-3 hours and 7.7% responded with 4-5 hours.

Figure 3.3: Percentage of time spending on social media.

When asked how dependent they are on social media, 69.2% responded that they use it regularly but not all day, 15.4% responded that they rarely use technology, and 15.4% people responded that they can't live without it. When asked do they feel like they spend too much time on social media, 53.8% people respond with yes and 30.8% people responded with may be, and 15.4% people responded with no.
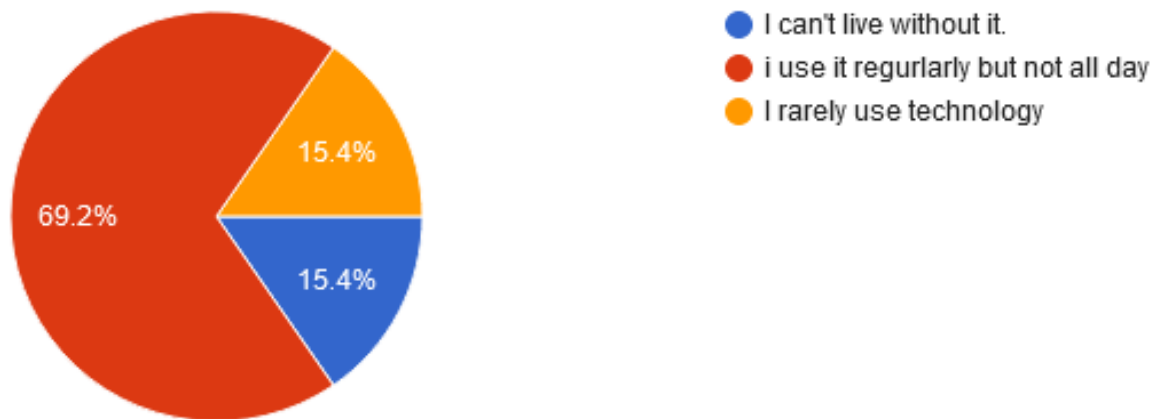

Figure 3.4: How much people dependent on social media

When asked how they feel when they are without social media, 61.5% of people responded they feel like they might be missing out, but it's not a big deal. And 30.8% of people responded that it doesn't affect them anyway, and 7.7% of people responded that they feel anxious, depressed, lonely, like they are missing out on things. When they asked have they ever been facing any "Hacking" issue on social media they 53.8% people never responded, 23.1% people sometimes responded, and 15.4% people responded once and 7.7% people responded rarely. When they asked how much personal information do they share on social media, 38.5% people sometimes responded, but most is hidden from public, 38.5% people responded they share little information, 7.7% people responded they don't share any information, 7.7% people responded everything, 7.7% people responded they share a lot. When asked if they feel like the number of "Likes" they get on their photos and posts makes them feel better about themselves, 38.5% of people responded no, 30.7% responded a little bit, 30.8% responded yes. When asked if they ever get jealous of other people's seemingly extravagant lives on social media, 61.5% responded not really, I don't pay attention, and 38.5% sometimes responded, but it doesn't bother them too much. When asked do they used social media before

going to bed, 76.9% responded yes and 23.1% responded no. When asked do they use social media while having their breakfast, lunch or dinner, 46.2% responded no, 30.7% sometimes responded, 23.1 % responded with yes.

When asked do they feel the news or videos shared on social media are sometimes, 38.5% responded yes, 30.8% responded no, 30.7% responded some but not all news. When asked do they feel social media has more negative or positive effects, 76.9% responded positive, 23.1% responded negative. When asked do they think using social media for a long period of time is harmful for your daily life, 69.2% responded yes, 23.1% responded maybe, 7.7% responded no.

When they were asked to describe their overall thoughts on social media, they responded respectively social media should be used positively to avoid its negative, it is necessary but use it properly, above all of this shared idea may be influenced to our daily life at the positive view. It is a great platform to fight for rights. Social media is good when you use it in a positive way and it is bad when you use it in a negative way. It actually depends on you what you want, why you want to use such as positive or negative way. It is very much useful if you can use it in positively. Finally, we can say it is different from man to man, don't use Facebook unnecessarily and the less you use Facebook the better for yourself and your family.

4. Conclusion

Since people are connecting with each other through diverse social media every day, the world is getting very much smaller. Static blogs and websites are losing popularity. World is moving more towards "information streams". The information comes to users rather than users having to make an effort to get the information. It has become routine for every person and these people are getting addicted to technology. Social Media has influenced different sectors in both positive and negative aspects. The current research shows that in the education field students can get the quality of education, acquire new skills but at the same time he/she may get distracted and addicted by too much use of social media. Social media has helped teenagers in developing awareness, developing social skills, but has also made violence normal, made everything commercial and also many teenagers are not able to score good in their exams. We can say that social media has become a blessing for industries in many ways by fostering information on websites, emails, social networking etc. Business can be promoted via Facebook fan following and advertising. It helps society in connecting with each other, provides updated information and also helps in social welfare activities etc. At the same time there are many negative issues like Cyber-bullying, Hacking, Addiction of YouTube, Facebook and Twitter. Since the use of social media has many negative sides, it should be used in a limited way without getting addicted.

In this paper we have conducted a survey about the impact of social media in our daily activities to gather information using Google Form. In the future we will conduct surveys at more universities, colleges and even schools in Bangladesh physically for collecting more genuine data, making some valuable and interesting questions to students and other people as well to make our future research work better.

5.   References

1. https://en.wikipedia.org/wiki/Social_media
2. https://iimskills.com/social-media-apps/
3. Araz Ramazan Ahmad, Hersh Rasool Murad, "The impact of social media on panic During the COVID-19 pandemic", 'JOURNAL OF MEDICAL INTERNET RESEARCH', ISSN 19556, Volume 22, Issue 5, April-2020 Available online : https://www.jmir.org
4. Agwi Uche Celestine1 and Ogwueleka Francisca Nonyelum, "IMPACT OF SOCIAL MEDIA ON STUDENTS' ACADEMIC PERFORMANCE", International Journal of Scientific & Engineering Research, ISSN 2229-5518, Volume 9, Issue 3, March-2018.
5. Dr. Yogesh Puri, Avinash S hukla, "HOW SOCIAL MEDIA IS AFFECTNG THE YOUTH ", Journal of Emerging Technologies and Innovative Research, ISSN 2349-5162, Volume 8, Issue 9, September 2021.
6. Monica Munjial Singh, Mohammad Amiri2, Sherry Sabbarwal, "Social Media Usage: Positive and Negative Effects on the Life Style of Indian Youth", Iranian Journal of Social Sciences and Humanities Research, ISSN 2382-9753 Vol 5 Issue 3 (2017).